

Public health experts agree: Taxing tobacco will save lives.

The Tobacco Control Section of the California Department of Health Services has issued an analysis of Proposition 86 titled “Economic and Health Effects of a State Cigarette Excise Tax Increase in California.”

The California Department of Health Services has determined that:

Proposition 86 Will Save Lives:

- Prevent nearly 180,000 deaths due to smoking among California kids now under the age of 17.
- Prevent approximately 120,000 additional deaths due to smoking among current California adult smokers who quit smoking.

Proposition 86 Will Reduce and Prevent Smoking:

- The tax increase alone would prevent more than 700,000 kids now under the age of 17 from becoming adult smokers.
- 120,000 high school students and 30,000 middle school students would either quit or not start smoking.
- More than half a million smokers in California would quit smoking.
- Californians would consume 312 million fewer packs of cigarettes each year.

Proposition 86 Saves Money:

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- Nearly \$16.5 billion saved in healthcare costs.
- Increases state revenue by over \$2.2 billion per year.

[See the report for yourself at www.yesprop86.com.]

That's why Proposition 86 is supported by a broad coalition, including:

American Cancer Society

American Heart Association

American Lung Association of California

American Academy of Pediatrics/California Chapter

The Children's Partnership

American College of Emergency Physicians, California Chapter

California Emergency Nurses Association

California Medical Association

Association of California Nurse Leaders

California Hospital Association

League of United Latin American Citizens

California Black Health Network

Children Now

California Primary Care Association

Tobacco-Free Kids Action Fund

Los Angeles Chamber of Commerce

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The initiative specifically raises the tax on a pack of cigarettes by \$2.60 to help fund some of California's critical healthcare needs, including emergency care services, health insurance for children, nursing education, tobacco use prevention programs, enforcement of tobacco-related laws, and research, prevention and treatment of serious health problems, including cancers, heart diseases, stroke, asthma and obesity.

Proposition 86 includes tough financial safeguards, including annual detailed public reporting of the use of tax funds, independent audits, limits on administrative costs, and a strict prohibition against the Legislature raiding the trust funds for any other government program. This means the money will go exactly where voters intend.

This measure will save lives. With smoking-related illnesses driving up our healthcare costs and overloading our healthcare system, Proposition 86 will help discourage smoking and ease some of the problems caused by preventable, smoking-related illnesses.

SAVE LIVES. TAX TOBACCO. VOTE YES ON PROPOSITION 86.

Carolyn Rhee

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P.K. Shah, M.D.

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Timothy A. Morris, M.D.

Board Member, American Lung Association of California

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ARGUMENT IN FAVOR OF PROPOSITION **86**